

# Industrialization: the Mode and Path of Rural Culture Development in China

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## **Abstract:**

The rural revitalization strategy provides an opportunity for the development of rural culture, so that rural culture can take advantage of the trend and achieve a qualitative leap towards cultural revitalization as the task of the times, while industrial development is an effective development model and an important focus explored in the process of rural culture practice. In this paper, by explaining the theoretical connotation of the industrialization of rural culture, combing and analyzing the constraints and opportunities of the development of rural cultural industry in China at this stage, the optimization path of the development of rural cultural industrialization in China is proposed.

**Keywords:** *Rural culture, Industrialization, Path.*

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## I. INTRODUCTION

"Agriculture is the foundation of the country", "issues relating to agriculture, rural areas and farmers" naturally become the foundation of the national economy and people's livelihood<sup>[1]</sup>, which is highly valued by the Chinese government by putting forward a series of development strategies. From the new socialist countryside construction in 2006 to the rural revitalization strategy in 2018 to the No.1 Document of the Central Committee, it is clearly proposed to take the road of socialist rural revitalization with Chinese characteristics. At this point, the top-level design of rural construction in China has been completed at the grass-roots level, and rural development is moving towards an era of overall revitalization, in which culture is the soul of rural revitalization, and the development of cultural industrialization is the new model and important focus of cultural development to be explored.

## II. CONNOTATION OF RURAL CULTURE INDUSTRIALIZATION

### 2.1 Rural Culture

Academic circles have systematically studied the understanding of the connotation of rural culture, but failed to reach a unified definition. The author believes that the rural culture is a synthesis of folk customs, behavioral habits, religious beliefs, values, spiritual outlook and other contents formed in the long-term production and life in the rural areas, which are dependent on the countryside. Rural culture, in contrast to the development efficiency of urban culture, presents a retarded development, with relatively slow changes in values and behavioral norms, which is also typical of the development of rural culture.

### 2.2 Cultural Industries

The cultural industry originates from the word "kulturindustrie", which was put forward by Horkheimer and Adorno in the book *Kulturindustrie: enlightenment as mass deception*. It refers to the entertainment industry system which has been copied and disseminated on a large scale by means of modern science and technology and is commercialized, non-creative and has strong ideological color, characterized by commercialization, uniformity, mechanization, compulsion and ideology, with strong critical color<sup>[2]</sup>. After the criticism of Frankfurt School in Germany and the recognition of Birmingham School in England, the cultural industry gradually attracted the attention of governments of various countries, with the connotation and classification defined. However, cultural industrialization does not appear until the cultural industry is mature, which emphasizes the dynamic, process and result of the cultural industry. The cultural industrialization referred to in this research refers to the comprehensive activities of the relevant departments of the cultural industry, which take the cultural elements as the operating objects and use the modern production and operation management methods to transform culture from "spiritual wealth" to "material wealth".

## III. CONSTRAINTS ON THE DEVELOPMENT OF RURAL CULTURAL INDUSTRIES IN CHINA

### 3.1 The Dual Structure of Urban and Rural Areas Hinders the Development of Rural Cultural Industry.

The dual economic structure between urban and rural areas in China has caused great unfairness between urban and rural residents in terms of living, employment, social security, education, medical care, taxation, finance and finance, etc., resulting in the present situation of

large gap between workers and peasants, large gap between urban and rural areas and slow development of rural areas, and even directly hindering the development of rural culture, which is mainly reflected in firstly, the influx of a large number of rural labor force into the city has resulted in the hollowing out of the countryside and the lack of available talents for the development of rural culture; secondly, long-term bias of urban public culture leads to less investment in rural public culture and weak infrastructure of rural public culture; thirdly, with the rapid development of the city, the unbalanced cultural values that people cater to and favor the city culture lead to the marginalization of the rural culture; and fourthly, at the time when the urban cultural industry is mature, most of the rural areas are still exploring the development and utilization mechanism of cultural resources.

### 3.2 Cultural Ecology is Threatened with Destruction.

Cultural ecology refers to the natural, historical and inherited daily ways of production and life of all ethnic groups in all regions, including tangible and intangible cultural heritages, such as some handicrafts, ancient buildings, traditional clothing, folk customs, folk performing arts, etc. According to the general survey of cultural relics by the State Administration of Cultural Heritage, "there are a large number of cultural heritages in the vast rural areas of China, and more than half of the cultural relics protection units at all levels are distributed in villages and towns, and new categories are constantly appearing<sup>[3]</sup>". Countryside is the mother of cultural ecology, and rural cultural resources are non-renewable. Therefore, once destroyed, rural cultural resources will cause immeasurable losses to the development of rural culture. However, in recent years, the destruction of ancient buildings and sites, the excavation of ancient tombs, the smuggling of cultural relics, the loss and disappearance of cultural heritage are common occurrences, which have seriously affected the development of rural cultural industry. Therefore, it is urgent to protect and improve the rural cultural ecology and stabilize the foundation of rural cultural industry.

## **IV. OPPORTUNITY OF THE TIMES FOR THE REVITALIZATION OF RURAL CULTURAL INDUSTRY**

### 4.1 Increased Cultural Consumption Demand of Rural Residents

With the rapid development of China's economy, the Chinese people have become rich, including the farmers, whose pockets have swelled, and their consumer spending has also increased, as described in the following table I.

**Table I. Analysis of rural residents’ cultural consumption demands**

	Per capita disposable income of rural residents (yuan)	Per capita consumption expenditure of rural residents (yuan)	Per capita expenditure on education, culture and entertainment of rural residents (yuan)	Nominal growth rate of rural education and entertainment expenditure over the previous year (%)
2017	13,432	10,955	1,171	9.4
2018	14,617	12,124	1,302	11.1
2019	16,021	13,328	1,482	13.8
2020	17,131	13,713	1,309	-11.7
2021	13,726	11,179	1,131	47

The above data are from the National Bureau of Statistics of China;

Note: Data for 2021 are only for the first three quarters.

Table I shows that with the increase of rural residents' income, their consumption expenditure is also increasing year by year, and the total consumption in education, culture and entertainment is increasing year by year with a stronger momentum. (Note: Education, culture and entertainment were greatly affected by the COVID-19 outbreak in 2020. However, with the gradual improvement of the epidemic situation, the income of rural residents continued to recover, the consumption demand of rural residents gradually released, and consumer spending showed a rebound trend). In 2011, Liu Yuzhu, director of the Industry Department of the Chinese Ministry of Culture, pointed out: "Western practice has proved that when the per capita GDP is 1,000 US dollars, people mainly spend on material consumption; when the per capita GDP reaches 3,000 US dollars, the material and spiritual consumption are basically equal; when the per capita GDP reaches 5,000 US dollars, the consumption structure will be greatly shifted or adjusted, and the demand for cultural products and services will be spurting". Since 2019, China's GDP per capita has exceeded 10,000 US dollars, indicating that the Chinese people now have a strong demand for cultural products and services. With a population of 1.4 billion, the demand for cultural products and services is enough to show that rural culture has great room for development.

#### 4.2 Rich Cultural Resources in Rural Areas

China has a long history, vast territory, numerous nationalities and rich cultural resources, while villages, as the carriers of most cultural resources, are extremely rich in rural cultural resources. A careful analysis of the types of rural cultural resources in China reveals that they can include rural pastoral landscape resources, resources of famous historical and cultural towns, villages and ancient buildings, resources of historical legends and stories, resources of

rural traditional handicrafts, resources of rural specific diet, resources of rural specific agricultural and sideline products, resources of rural traditional customs and festivals<sup>[4]</sup>. The rich rural cultural resources are the premise and valuable wealth of the development of rural cultural industry, and also the comparative advantage of the development of rural industry in China.

#### 4.3 Policy Support

China's ruling Party and the central government have been actively exploring the development of rural culture for decades with a high degree of cultural consciousness, attached great importance to the development of rural culture and rural cultural industries, and issued a series of policies to support it. For example, policies such as Some Opinions on Supporting and Promoting the Development of Cultural Industries in 2003, Some Decisions of the State Council on the Entry of Non-public Capital into Cultural Industries in 2005, the Cultural Industries Revitalization Plan in 2009, and the Outline of the National Cultural Development and Reform Plan for the 13th Five-Year Plan Period in 2017 have gradually and scientifically deployed the rural cultural industries in detail, and initially formed a planning and policy system for the cultural industries. Besides, as China's first cultural law, the Promotion Law of Rural Revitalization (Exposure Draft) which was launched in June 2019 to solicit opinions from the public has been elevated from a policy level to a legal level to safeguard the sound development of the cultural industry in the form of legislation. The rural cultural industry will certainly take advantage of its strong momentum to achieve rapid development.

## **V. EXPLORATION OF THE DEVELOPMENT PATH OF CHINA'S RURAL CULTURAL INDUSTRY**

### 5.1 Establishing an Evaluation System of Rural Cultural Resources

Although China's countryside has a vast territory, a long history and rich rural cultural resources, the original rural culture is an undeveloped idle resource, which has no consumption value or economic value. Therefore, a reasonable evaluation and classification of cultural resources, the extraction of valuable rural cultural resources into cultural capital, and the establishment of a scientific evaluation system of rural cultural resources are the prerequisites for the development of rural cultural industrialization. The process of rural cultural resources evaluation system can be divided into four steps: 1. Determine the survey objects. The research objects of rural cultural resources should include four types of rural cultural resources, including rural natural resources, namely rural characteristic buildings, natural resources, historical legends and folk customs. 2. Identify and classify the investigated objects. Although

there are various forms and types of rural cultural resources in China, not all of them have economic value, so we should carefully sort out and screen the research objects, and then identify and classify the available rural cultural resources. 3. Scientific assessment of the classified rural cultural resources. The evaluation of cultural resources can clearly identify the advantages of cultural resources, avoid uniformity, and adhere to the development style of differentiation and characteristics, because the evaluation of cultural resources can promote the overall layout and institutional adjustment of cultural industries, and greatly improve the small, scattered and disorderly development pattern of rural cultural industries. 4. Establish a cultural resources research team to carry out cultural orientation and scientific planning on valuable rural cultural resources, and put forward a high-quality plan for the development of rural cultural industry.

## 5.2 Industrial Capital Intervention

At present, the lack of vitality in China's rural areas is a key problem, which is rooted in the lack of industrial capital. The integration of industrial capital into rural areas is the only way for high-quality economic development and the fundamental driving force for the development of rural revitalization strategy. Johnson T G (1989) thought that rural finance is the key to rural revitalization; Putnam R. D. (1995) believed that social capital has certain influence on rural eco-tourism. Xu Yilei (2018) and others pointed out that the intervention of industrial capital in the primary industry will cause the transformation from the traditional small-scale peasant economy model to the modern scale agriculture, the intervention in the secondary industry will continue the development path of rural industrialization, and the intervention in the tertiary industry will boost the development of rural tourism, catering industry, cultural industry and other related services. At present, as most industrial capital is concentrated in cities, especially in the urban real estate industry, how to attract industrial capital to transfer from cities to villages and promote the formation, transformation and upgrading of industries with rural characteristics is the key to the current revitalization of villages<sup>[5]</sup>. Through exploring and studying the modes and ways of industrial capital flow and injecting it into villages, the following three paths can be used for reference:

1. For villages lacking in tourism resources such as natural landscape, history and culture, it is advisable to implement the "company+ cooperative+ farmer" mode or "company+ cooperative" mode in which industrial capital and human capital are integrated into the primary industry (As shown in figure 1).

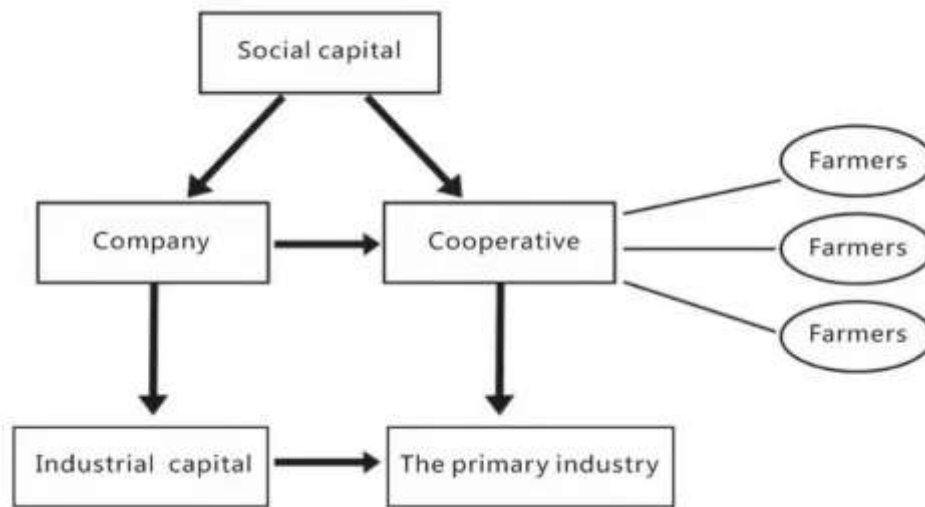


Fig 1. “Company + cooperative + farmer” mode

2. For local villages with characteristic or advantageous industries, it is advisable to implement the "company+ characteristic town" mode in which industrial capital and human capital are integrated into the rural collective economy of the second industry. (As shown in figure 2.)

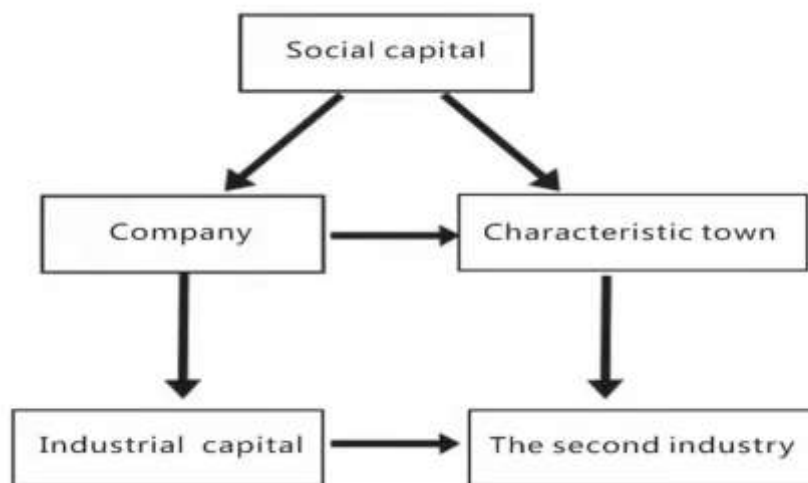


Fig 2. “Company + characteristic town” mode

3. For villages rich in tourism resources such as rich natural landscape or profound history and culture, it is advisable to implement the "company+ B&B" mode in which industrial capital

and human capital are integrated into the tertiary industry. As shown in figure 3.

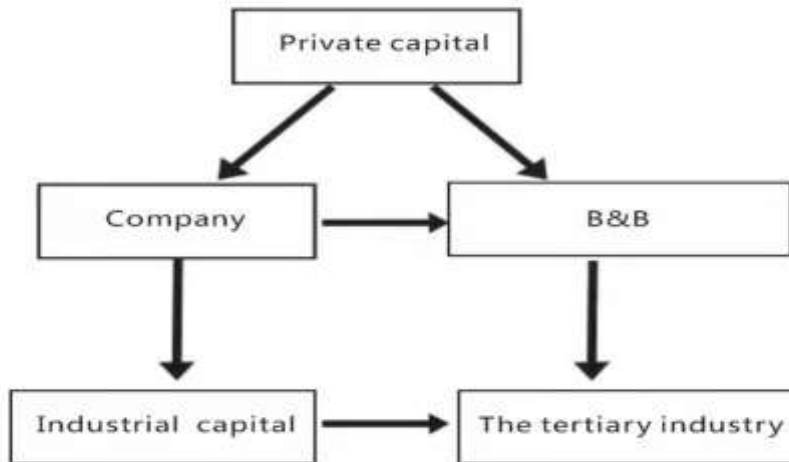


Fig 3. “Company +B&B” mode

The integration of industrial capital has injected new momentum into the rapid development of the rural economy and played a greater role by integrating into the primary industry, secondary industry and tertiary industry. However, due to the profit-seeking nature of industrial capital, capital only cares about its own interests, regardless of the destruction of environment and ecology, and rural revitalization cannot be separated from this power source. Therefore, the government must correctly guide and standardize the path and mode of industrial capital injection into rural areas, and realize the goal of harmonious development of industry and ecology.

### 5.3 Giving Full Play to Comparative Advantages and Developing Cultural Industries with Rural Characteristics

Rural characteristic cultural industry is an economic activity based on historical, traditional and national characteristic cultural resources in rural areas, which is mainly aimed at urban people with homesickness, and uses modern production and experience means to obtain both economic and social benefits. Rural characteristic culture is rooted in rural production and life, spreading all over the countryside, lying quietly beside the landscape trees and roads in the countryside, and scattered in the corners of the countryside. Therefore, the cultural products and services produced by rural cultural industries must highlight these rural cultural characteristics, enhance the unique charm and cultural appeal of rural culture, and improve the market competitiveness of rural cultural industries. When planning the development of rural



cultural industrialization, focus should be put on the key points to highlight the characteristics, so as to form a pattern with obvious regional characteristics and reasonable distribution of advantageous industries in the layout of rural cultural industries. First of all, efforts should be made in cultural products and cultural services to tap the local history and culture, traditional culture, national culture and farming culture, highlight the local rural cultural characteristics, enhance the unique charm and cultural appeal of the rural culture, and meticulously create a cultural industry brand with independent intellectual property rights with rural characteristics. Secondly, through cultural creativity, new characteristic cultural products or services and derivatives should be developed on the basis of the main characteristic cultural products to extend the characteristic cultural industry chain vertically, and the characteristic cultural industry chain should be extended horizontally by actively introducing high technology, exerting scientific and technological strength and improving production efficiency in the links of production, sales and means of production. Yuanjiacun Village, Yanxia Town, Liquan County, Shaanxi Province, is a small village with 62 households and 286 people, which lacks land resources for the industrialization of rural characteristic culture. In 2007, the village made use of its typical cultural and ecological resources such as Guanzhong rural folk culture, folk arts and crafts, and traditional villages to create a "Guanzhong impression experience" rural tourism destination. Through the development of rural cultural tourism, Yuanjiacun Village has successfully promoted the sales and processing of the tertiary industry of snacks and catering industry as well as the secondary industry of agricultural and sideline products such as yogurt, flour, tofu, chili and vinegar, and shaped the "Yuanjiacun" food brand with food safety and "having stores in front and factories behind", which not only means genuine products, but also extends vertically from the catering service industry to the processing industry, or from the processing industry to the catering industry. In the specific operation, it is a professional cooperative formed by small workshops to form an industrial chain. In the process of development, Yuanjiacun Village has actively introduced new restaurants such as bars on the basis of strengthening the original various traditional rural food industries, and has also created a "Hui Street", with the industrial chain continuously extending horizontally. In terms of cultural creativity, based on the "yuanjiacun Brand" the village has gathered many creators from college students or creative institutions, formed an art block, specially developed and produced rural cultural and creative products, and invited experts and scholars from scientific research institutions in universities such as Northwest University to collaborate in planning creativity and clarify development ideas, and held the "China (Yuanjiacun) Rural Tourism Summit Forum", at which experts and scholars discussed the development of rural tourism from various angles. The advice of these experts, scholars and creative talents keeps the source of creative innovation in Yuanjiacun Village, realizing "always being imitated and never being surpassed" in a wide range.

#### 5.4 Digital Cultural Industry - a New Mode of Rural Cultural Industrialization

The development of science and technology has made it possible to display various things digitally, and gradually digital technology has also been applied to various fields. Of course, the spread of rural culture is also inseparable from the support of digital technology. Of course, the dissemination of rural culture is also inseparable from the support of digital technology, such as panoramic technology, virtual reality and visual 3D technology to make the dissemination and development of rural culture more intuitive and convenient. Because of the limited regional characteristics of rural cultural industrialization development, it is more necessary to keep pace with the times with the help of digital technology to achieve the communication effect of online campaign and offline visit. Therefore, it is necessary to step up the development of rural digital culture industry and actively explore a new model for the digital development of rural culture. If rural culture is classified into tangible and intangible culture, the following two digital development modes can be adopted: 1. Digital development model of rural tangible culture. Big data technology can be used to fully mine the detailed information of rural landscapes, ancient buildings and ancient ruins. Through data analysis and processing and digital conversion into text information, images and videos, rural culture can be dynamically and visually disseminated through WeChat, WeChat official account, Weibo, film and television, advertising and other channels. For example, recently, the MV of the new song Flying Apsaras released by singer Zhang Yixing shows elements such as glare like a temple door god -to be fierce of visage, ancient ships soaring and dragons flying in the air, which integrates traditional culture into modern elements and vividly displays the traditional desolate beauty of Dunhuang. Once the song is released, it quickly spreads all over the world. Many foreign music bloggers and travel bloggers have expressed their desire to know about Dunhuang culture on the spot, which is a typical cultural output. 2. Digital development model of intangible culture. The development of rural intangible culture is more difficult because of the vulnerability of intangible culture such as folk handicraft, traditional costume, folk customs, folk performing arts and the impact of modernization and commercialization. In recent years, the development of big data and digital technology has ushered in the spring for the development of rural intangible cultural heritage that many intangible cultural heritages exist on the basis of human beings themselves and are reflected in various forms such as human performances, sounds and handicrafts. For example, cantonese opera, which has a history of more than 600 years and has been widely sung by the people in cantonese areas, is getting away from our sight due to various factors in recent years. The application of naked-eye 3D technology has brought the Cantonese opera back to the people's eyes. Through the combination of Cantonese opera and song and dance drama, the micro-film of the Cantonese opera will be shot, and the costumes, makeup, forms and expressions of the characters of the Cantonese opera will be three-dimensional and vivid, so that the audience can feel the charm of the Cantonese opera art on the spot.

## **VI. CONCLUSIONS**

The rural cultural industry should seize the opportunity of the times to rejuvenate the countryside, make use of its rich rural cultural resources to realize industrial development, accelerate the process of rural cultural industrialization development by establishing an evaluation system for rural cultural resources, injecting industrial capital into the rural cultural industry, giving full play to comparative advantages, developing cultural industries with rural characteristics and developing digital cultural industries in line with the trend. Rural revitalization will be promoted by industry first, and the revitalization of rural cultural industry will certainly promote the overall revitalization of the countryside.

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